



WKMG

# ORDER

Print Date 09/13/12

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Flight Dates 09/13/12-09/22/12

Contract / Revision 258945 /  
Original Date / Revision 09/13/12 09/13/12  
Advertiser POL/Patriot Majority USA

Agency Waterfront Strategies  
Buying Contact  
1010 Wisconsin Avenue NW  
Suite 800  
Washington, DC 20007

Primary Account Executive  
Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie    | 100%   |            |          |

Product PATRIOT MAJORITY USA  
Agency Com 15%  
Billing Contact  
3050 K St. NW  
Washington, DC 20007

Sales Office PHI  
Sales Region NAT  
Agency Ref

Order Sep 00:15:00  
Estimate # 1770  
Alt Order # 06313769  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A35+  
Rev Codes AGY POL ISSUE  
Product Codes PL-Issue  
Priority P-3  
Advertiser Ref

Order Share 100% Market Value 53550

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| WESH              | %          | 0      |
| WFTV              | %          | 0      |
| WKCF              | %          | 0      |
| WOFL              | %          | 0      |
| WOPX              | %          | 0      |
| WRBW              | %          | 0      |
| WRDQ              | %          | 0      |

## Order Totals

## Billing Plan

| Month          | # of Spots | Net Amount  | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|----------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| September 2012 | 38         | \$45,517.50 | \$53,550.00  | 0.00   | 08/27/12   | 09/21/12 | 38      | \$45,517.50 | \$53,550.00  |
| Totals         | 38         | \$45,517.50 | \$53,550.00  | 0.00   |            |          |         |             |              |

|       |      |                   |                 |                                        |       |                   |         |     |             |          |               |          | Totals |            |
|-------|------|-------------------|-----------------|----------------------------------------|-------|-------------------|---------|-----|-------------|----------|---------------|----------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                         | Break | Start/End Time    | Days    | Len | Spots       | Rate     | Pri           | Rtg Type | Spots  | Amount     |
| E 1   | WKMG | 09/14/12          | 09/14/12        | Morn News at 5a<br>Morn News at 5a     | CM    | 5-530a            | ----1-- | :30 | 1           | \$400.00 | P-3           | 0.00 NM  | 1      | \$400.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |          |        |            |
| Week: |      | 09/10/12          | 09/16/12        | ----1--                                |       | 1                 |         |     | \$400.00    |          | 0.00          |          |        |            |
| E 2   | WKMG | 09/14/12          | 09/19/12        | Morn News at 530a<br>Morn News at 530a | CM    | 530-6a            | MTW-F-- | :30 | 2           | \$700.00 | P-3           | 0.00 NM  | 2      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |          |        |            |
| Week: |      | 09/13/12          | 09/19/12        | MTW-F--                                |       | 2                 |         |     | \$700.00    |          | 0.00          |          |        |            |
| E 3   | WKMG | 09/20/12          | 09/21/12        | Morn News at 530a<br>Morn News at 530a | CM    | 530-6a            | ---TF-- | :30 | 2           | \$700.00 | P-3           | 0.00 NM  | 2      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |          |        |            |
| Week: |      | 09/17/12          | 09/23/12        | ---TF--                                |       | 2                 |         |     | \$700.00    |          | 0.00          |          |        |            |
| E 4   | WKMG | 09/14/12          | 09/14/12        | Morn News at 6a<br>Morn News at 6a     | CM    | 6-7a              | ----1-- | :30 | 1           | \$600.00 | P-3           | 0.00 NM  | 1      | \$600.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |          |        |            |



WKMG

Print Date: 09/13/12

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Contract / Revision

258945

Flight Dates 09/13/12-09/22/12

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:15:00

Advertiser POL/Patriot Majority USA Product PATRIOT MAJORITY USA Estimate # 1770

| Ln   | Ch   | Start             | End             | Inventory Code                                 | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |            |
|------|------|-------------------|-----------------|------------------------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
|      |      |                   |                 |                                                |       |                |         |     |                   |             |     |               |      | Spots  | Amount     |
| E 4  | WKMG | 09/14/12          | 09/14/12        | Morn News at 6a<br>Morn News at 6a             | CM    | 6-7a           | ----1-- | :30 | 1                 | \$600.00    | P-3 | 0.00          | NM   | 1      | \$600.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/10/12    | 09/16/12        | ----1--                                        |       |                |         |     | 1                 | \$600.00    |     | 0.00          |      |        |            |
| E 5  | WKMG | 09/15/12          | 09/15/12        | 7-9a CBS This Morn Sat<br>7-9a Sat Early Show  | CM    | 7-9a           | -----2- | :30 | 2                 | \$400.00    | P-3 | 0.00          | NM   | 2      | \$800.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/10/12    | 09/16/12        | -----2-                                        |       |                |         |     | 2                 | \$400.00    |     | 0.00          |      |        |            |
| E 6  | WKMG | 09/16/12          | 09/16/12        | Face The Nation<br>Face The Nation             | CM    | 1030-11a       | -----1  | :30 | 1                 | \$1,100.00  | P-3 | 0.00          | NM   | 1      | \$1,100.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/10/12    | 09/16/12        | -----1                                         |       |                |         |     | 1                 | \$1,100.00  |     | 0.00          |      |        |            |
| E 7  | WKMG | 09/14/12          | 09/19/12        | 11-12p Price Is Right<br>Price Is Right        | CM    | 11a-12p        | MTW-F-- | :30 | 3                 | \$1,400.00  | P-3 | 0.00          | NM   | 3      | \$4,200.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/13/12    | 09/19/12        | MTW-F--                                        |       |                |         |     | 3                 | \$1,400.00  |     | 0.00          |      |        |            |
| E 8  | WKMG | 09/20/12          | 09/21/12        | 11-12p Price Is Right<br>Price Is Right        | CM    | 11a-12p        | ---TF-- | :30 | 3                 | \$1,400.00  | P-3 | 0.00          | NM   | 3      | \$4,200.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/17/12    | 09/23/12        | ---TF--                                        |       |                |         |     | 3                 | \$1,400.00  |     | 0.00          |      |        |            |
| E 9  | WKMG | 09/14/12          | 09/19/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | MTW-F-- | :30 | 3                 | \$1,250.00  | P-3 | 0.00          | NM   | 3      | \$3,750.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/13/12    | 09/19/12        | MTW-F--                                        |       |                |         |     | 3                 | \$1,250.00  |     | 0.00          |      |        |            |
| E 10 | WKMG | 09/20/12          | 09/21/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | ---TF-- | :30 | 3                 | \$1,250.00  | P-3 | 0.00          | NM   | 3      | \$3,750.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/17/12    | 09/23/12        | ---TF--                                        |       |                |         |     | 3                 | \$1,250.00  |     | 0.00          |      |        |            |
| E 11 | WKMG | 09/14/12          | 09/19/12        | News at 5p<br>News at 5p                       | CM    | 5-530p         | MTW-F-- | :30 | 1                 | \$1,000.00  | P-3 | 0.00          | NM   | 1      | \$1,000.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/13/12    | 09/19/12        | MTW-F--                                        |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |      |        |            |
| E 12 | WKMG | 09/14/12          | 09/19/12        | 530-6p The Insider<br>Insider                  | CM    | 530p-6p        | MTW-F-- | :30 | 2                 | \$800.00    | P-3 | 0.00          | NM   | 2      | \$1,600.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/13/12    | 09/19/12        | MTW-F--                                        |       |                |         |     | 2                 | \$800.00    |     | 0.00          |      |        |            |
| E 13 | WKMG | 09/20/12          | 09/21/12        | 530-6p The Insider<br>Insider                  | CM    | 530p-6p        | ---TF-- | :30 | 1                 | \$800.00    | P-3 | 0.00          | NM   | 1      | \$800.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/17/12    | 09/23/12        | ---TF--                                        |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |        |            |
| E 14 | WKMG | 09/14/12          | 09/19/12        | News at 6p<br>News at 6p                       | CM    | 6-630p         | MTW-F-- | :30 | 2                 | \$1,400.00  | P-3 | 0.00          | NM   | 2      | \$2,800.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/13/12    | 09/19/12        | MTW-F--                                        |       |                |         |     | 2                 | \$1,400.00  |     | 0.00          |      |        |            |
| E 15 | WKMG | 09/20/12          | 09/21/12        | News at 6p<br>News at 6p                       | CM    | 6-630p         | ---TF-- | :30 | 1                 | \$1,400.00  | P-3 | 0.00          | NM   | 1      | \$1,400.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/17/12    | 09/23/12        | ---TF--                                        |       |                |         |     | 1                 | \$1,400.00  |     | 0.00          |      |        |            |
| E 16 | WKMG | 09/16/12          | 09/16/12        | Sun 630p News<br>No Show/NFL gm2               | CM    | 630-7p         | -----1  | :30 | 1                 | \$650.00    | P-3 | 0.00          | NM   | 1      | \$650.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 09/16/12    | 09/16/12        | -----1                                         |       |                |         |     | 1                 | \$650.00    |     | 0.00          |      |        |            |

|                     |           |                   |                 |                                                  |       |                       |                   |               |             |                       |               |            |             | Totals |             |
|---------------------|-----------|-------------------|-----------------|--------------------------------------------------|-------|-----------------------|-------------------|---------------|-------------|-----------------------|---------------|------------|-------------|--------|-------------|
| Ln                  | Ch        | Start             | End             | Inventory Code                                   | Break | Start/End Time        | Days              | Len           | Spots       | Rate                  | Pri           | Rtg        | Type        | Spots  | Amount      |
| E 16                | WKMG      | 09/16/12          | 09/16/12        | Sun 630p News<br>No Show/NFL gm2                 | CM    | 630-7p                | -----1            | :30           | 1           | \$650.00              | P-3           | 0.00       | NM          | 1      | \$650.00    |
|                     |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       | <u>Spots/Week</u> |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |        |             |
| Week:               |           | 09/10/12          | 09/16/12        | -----1                                           |       |                       | 1                 |               | \$650.00    |                       | 0.00          |            |             |        |             |
| <u>Spot</u>         | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                               |       | <u>Start/End Time</u> | <u>Weekdays</u>   | <u>Length</u> |             | <u>Rate</u>           |               | <u>Rtg</u> | <u>Type</u> |        |             |
| 1                   | WKMG      | 09/10/12-09/16/12 |                 | Sun 630p News                                    |       | 630-7p                | -----Su           | :30           |             | <del>(\$650.00)</del> |               | 0.00       | NM          |        |             |
| See MG 16.2         |           |                   |                 |                                                  |       |                       |                   |               |             |                       |               |            |             |        |             |
| 2                   | WKMG      | 09/17/12-09/17/12 |                 | Morn News at 6a                                  |       | 6-7a                  | M-----            | :30           |             | \$650.00              |               | 0.00       | NM          |        |             |
| Ⓜ MG for 16.1 09/16 |           |                   |                 |                                                  |       |                       |                   |               |             |                       |               |            |             |        |             |
| E 17                | WKMG      | 09/14/12          | 09/19/12        | M-F 7:30-8p Inside Ed<br>Inside Edition          | CM    | 730-8p                | MTW-F--           | :30           | 1           | \$1,500.00            | P-3           | 0.00       | NM          | 1      | \$1,500.00  |
|                     |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       | <u>Spots/Week</u> |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |        |             |
| Week:               |           | 09/13/12          | 09/19/12        | MTW-F--                                          |       |                       | 1                 |               | \$1,500.00  |                       | 0.00          |            |             |        |             |
| E 18                | WKMG      | 09/20/12          | 09/21/12        | M-F 7:30-8p Inside Ed<br>Inside Edition          | CM    | 730-8p                | ---TF--           | :30           | 1           | \$1,500.00            | P-3           | 0.00       | NM          | 1      | \$1,500.00  |
|                     |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       | <u>Spots/Week</u> |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |        |             |
| Week:               |           | 09/17/12          | 09/23/12        | ---TF--                                          |       |                       | 1                 |               | \$1,500.00  |                       | 0.00          |            |             |        |             |
| E 19                | WKMG      | 09/14/12          | 09/19/12        | M-F 11p News<br>M-F 11p News                     | CM    | 11-1135p              | MTW-F--           | :30           | 3           | \$2,500.00            | P-3           | 0.00       | NM          | 3      | \$7,500.00  |
|                     |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       | <u>Spots/Week</u> |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |        |             |
| Week:               |           | 09/13/12          | 09/19/12        | MTW-F--                                          |       |                       | 3                 |               | \$2,500.00  |                       | 0.00          |            |             |        |             |
| E 20                | WKMG      | 09/20/12          | 09/21/12        | M-F 11p News<br>M-F 11p News                     | CM    | 11-1135p              | ---TF--           | :30           | 2           | \$2,500.00            | P-3           | 0.00       | NM          | 2      | \$5,000.00  |
|                     |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       | <u>Spots/Week</u> |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |        |             |
| Week:               |           | 09/17/12          | 09/23/12        | ---TF--                                          |       |                       | 2                 |               | \$2,500.00  |                       | 0.00          |            |             |        |             |
| E 21                | WKMG      | 09/16/12          | 09/16/12        | Sun 11p News after NFL<br>Sun 11p News after NFL | CM    | Late News             | -----S            | :30           | 1           | \$2,200.00            | P-3           | 0.00       | NM          | 1      | \$2,200.00  |
|                     |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       | <u>Spots/Week</u> |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |        |             |
| Week:               |           | 09/10/12          | 09/16/12        | -----S                                           |       |                       | 1                 |               | \$2,200.00  |                       | 0.00          |            |             |        |             |
| E 22                | WKMG      | 09/20/12          | 09/20/12        | Thu Prime 10p<br>Person of Interest              | CM    | 10-11p                | ---T---           | :30           | 1           | \$6,000.00            | P-3           | 0.00       | NM          | 1      | \$6,000.00  |
|                     |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       | <u>Spots/Week</u> |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |        |             |
| Week:               |           | 09/17/12          | 09/23/12        | ---T---                                          |       |                       | 1                 |               | \$6,000.00  |                       | 0.00          |            |             |        |             |
| Totals              |           |                   |                 |                                                  |       |                       |                   |               |             |                       |               |            |             | 38     | \$53,550.00 |